

70TH ANNIVERSARY OF THE
LIBERATION OF PARIS 1944





The Paris Region Tourist Board works with visitors and stakeholders in the tourism industry to promote and develop the destination of Paris and its surrounding region.

The tourist board implements resources, guidance and a network to enable tourism professionals in the Paris Region to develop and market an innovative and high-quality service that is tailored to the users' needs.

The Paris Region has just announced a new global logo which will highlight all the assets the region has to offer.

Yet how does the world perceive, know and understand this? To make sure the right image comes across, a structured marketing initiative was conducted to identify how the Paris Region is seen to the public and how it compares with its European competitors.

The Paris Region is one of the top tourist destinations in the world with more than 32.5 million visitors annually. As a result, the region has been able to create more than 500,000 jobs.

Tourism in the Paris Region in a few figures (as of 2013)

- 15.5 million international hotel arrivals in the Paris Region, increased + 8.2 % compared to 2012
- 38.4 million international hotel overnight stays in the Paris Region, increased + 6.1 % compared to 2012
- 2 million American tourists came to the Paris Region in 2013 (increased + 15.7 % compared to 2012). The number of overnight stays also increased to 15 % compared to 2012
- Overnight stays: 6.7 nights on average
- The « Top 5 » most visited sites are: Notre-Dame de Paris, the Eiffel Tower, the Louvre, the Arc de Triomphe and the Sacré-Cœur de Montmartre
- The « Top 5 » activities are: visits to parks and gardens, museums and monuments, events and exhibitions, urban tourism and gastronomy



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1

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**COLLECT VOTES
FROM YOUR FRIENDS**



**WIN A TRIP TO
NEW YORK**
WITH LODGING

**ANSWER
TO THE PARISIAN**

from April 28TH to June 30TH

**ANSWER
TO THE PARISIAN**



*You're
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PARIS*

1

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In 2014, the Paris Region celebrates the seventieth anniversary of the Liberation of Paris, a key moment in the Second World War. This major anniversary has given the region the opportunity to host a number of commemorations and festivities from March through August in 2014.

Permanent Exhibits

- A History of Charles de Gaulle : **Army Museum - Hôtel National des Invalides**
- **The Museum of General Leclerc of Hauteclocque and the Liberation of Paris**
- **Mont-Valérien**: exhibition « Resistance and Repression, 1940-1944 »

Temporary Exhibits

- Exhibition: "Paris outraged, Paris martyred, Paris liberated" / Liberation of the Paris Region at the **City Hall of Paris** - June to October 2014
- « Paris liberated, Paris photographed, Paris exhibited » - **Carnavalet Museum** - June 10th, 2014 to February 2015
- « D-day -Normandy 1944 » from April 2 at **the Geode**

Upcoming Exhibits & Events

- **Show « La nuit aux Invalides »** April 24th to May 24th, 2014
- **In Normandy**: Caen Memorial, Overlord Museum, Normandy Tank Museum, Airborne Museum, and Normandy's 100 days (Film)
- On June 6th, 2014, « D-Day » will be celebrated at **Ouistreham** in the presence of many heads of state, including President Barack Obama

The Paris Region honors the United States in 2014

Exhibitions

- **The Grand Palais** honors two major American artists: Robert Mapplethorpe and Bill Viola - March 26th to July 13th, 2014
- Jeff Koons will be honored in **the Centre Pompidou** from November 26th, 2014 till April 27th, 2015
- **The Quai Branly Museum** brings to light American civilizations by presenting the exhibition "The Indians of the Plains" from April 8th to July 20th, 2014.

From June 24th till September 28th, 2014, the museum will present Polynesia and how it was part of the American Dream in the 20th century.

- **Art Ludique-Le Musée** showcases an exceptional exhibit «The Art of the Marvel Superheroes» - from March 22nd to August 31st, 2014
- **In the City of the Cinema to Saint Denis** « STAR WARS identities » is an impressive collection of suits, models, accessories and abstract drawings of Luke and Anakin Skywalker, as well as all the other unforgettable characters of the saga today. From February 15th till June 30th 2014.
- «Super-hero: Art d'Alex Ross» to **the Mona Bismarck American Center for art and culture**
- On the border of the Paris Region and in the country of the Impressionism, **the Museum of the Impressionisms to Giverny** showcases an exhibition that brings together more than 80 paintings painted in Europe and the United States between 1880s and 1900.

Entertainment & Festivals

- On June 19th, 2014, The Fiftieth anniversary of the twinning between the **Faubourg Saint-Honoré with Fifth Avenue in New York**.
- American Jazz Festiv' Halles taking place **at Sunside** - From July 1 to 31, 2014
- « An American in Paris » a world premiere taking place at the **Théâtre du Châtelet** in Paris in December, 2014
- "The Summer Dance Festival" 18 exceptional representations from the San Francisco Ballet will also be performed at the **Théâtre du Châtelet**. From July 10 to 26.

What's new in the Paris Region

- Fondation Louis Vuitton
- Musée national Picasso
- Monnaie de Paris / Progressive opening starting in spring 2014
- Palais Galliera, Musée de la mode de la Ville de Paris
- News at the Musée du Louvre : Department of "Objets d'arts" from the 18th century and The Winged Victory of Samothrace restored
- Reopening of the Zoological Park of Paris
- The first floor of the Eiffel Tower
- The new cabaret Mugler Folies
- The Peninsula Hotel / Opening in August 2014
- The Philharmonie of Paris coming in 2015

The high quality of reception is the key factor of competitiveness for the world's leading tourist destination.

The Paris Region Tourist Board and the Paris Region Chamber of Commerce and Industry (CCI) has launched a major awareness campaign called **“Do you speak Touriste?”** (a guide and a website) to show professionals (shopkeepers, hoteliers, restaurant owners, taxi drivers, host agencies, artisans, museums, etc.), how to improve the way they welcome international tourists.

Although the Paris Region remains the favorite destination for international tourists, the reception we give our visitors still needs to be improved in order to remain competitive: we need a better command of foreign languages, and a better knowledge of visitors' expectations in order to meet their needs.



This year the campaign will launch on June 2 in the Paris Region with 3 new nationalities included in the guide: Swiss, Russian and Indian.

This awareness and PR campaign called **«Do You Speak Touriste?»** launched on June 18, 2013, and produced a great amount of excellent media coverage (over 500 articles). Several major press agencies in France, Europe and the USA relayed the information, allowing more than 82% of the press coverage to come from outlets abroad, particularly in the United States (257 articles were produced in American media such as CNN, NBC News, TIME, The New York Times...)

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Arc de Triomphe



We are
Re.
MeRci

Galeries Lafayette



la Pyramide du Louvre



la Tour Eiffel



le Métropolitain



Statue of Liberty



Trocadero



Café Parisien



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Real
Merci

Cathédrale Notre Dame



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